



Indiana Pest Management Association, Inc.

IPMA MEETING SCHEDULED

An IPMA Meeting is scheduled at a luncheon, Tuesday, January 8, 2013 at 11:30 a.m. in the West Faculty lounge (Purdue Memorial Union). Reservations are required There will be a short business meeting. Download the reservation form at: <http://www.extension.entm.purdue.edu/IPMA/includes/pdfs/IPMALunchRes.pdf>. Also, see page 13 of this newsletter.

ANNUAL PURDUE CONFERENCE

Attend the 2013 77th Purdue Pest Management Conference, January 7-9, 2013. See page 7 for a list of the featured programs and speakers. The detailed conference program is available at:

http://extension.entm.purdue.edu/urban/Urban_Info/PDF/2013Program.pdf

You may

Download the conference registration at:
www.conf.purdue.edu/pest2013

STEVE DURNIL/IPMA FAMILY SCHOLARSHIP
See details in this newsletter and download application form at:

http://extension.entm.purdue.edu/IPMA/includes/pdfs/SteveDurnil_IPMAScholarship.pdf

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**Indiana Pest Management Association
Advertising Rates for 2013-2014**

Newsletter

Full Page (7" x 10")

- One Issue \$350
- Year (four issues) \$1,200

One-half Page (7" x 5" horizontal)

One-half Page (3-1/4" x 9-1/2" vertical)

- One issue \$175
- Year (four issues) \$600

One-fourth Page (3.5" x 5")

- One issue \$150
- Year (four issues) \$550

Annual Website Sponsorships

- Full page \$350
- Half page \$200
- 1/4 Page \$125 (12 months)

Non-members of the Association should add an additional \$25 to the cost of each ad printed. Camera-ready copy of the size listed must be submitted for publication. If you are subscribing for less than a full-page ad, copy size may be the equivalent of that listed in the rate table above, as long as it fits within the page format. IPMA Newsletter is published in March, June, September, and December. Submit your ad copy at least 2 weeks prior to the 1st of the month in which your ad is to appear. A confirmation of ad space, however, must be received at least 3 weeks prior to the 1st of the month in which the ad is to appear. The Yearbook of Information is printed annually. Sandy Lindsey and G. W. Bennett, Editors

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PMP VEHICLE SAFETY*

As a pest management professional (PMP), you focus on the work you and your employees do for your customers, from inspections to exterminations. But it's important to remember that your employees travel to customer locations multiple times each day.

Did you know that transportation incidents are the leading cause of occupational deaths, according to the **U.S. Bureau of Labor Statistics**? And the most costly lost-time workers' compensation injury claims result from motor vehicle crashes, according to the **National Council on Compensation Insurance**?

Plus, consider the impact of losing valuable equipment, the dangers and cost of chemical spills, and the impact of third-party civil suits seeking financial retribution for negligence or damage.

You should consider this financial impact, no matter how big or

small your company. Many risks are universal, whether you have one vehicle or a fleet – drivers who speed or tailgate, distracted driving caused by cell phone use or texting, to name a few.

Improving driver safety

Ensuring your vehicles are inspected regularly and well maintained should be a priority. But don't stop there. The U.S. Department of Transportation estimates poor driving behavior causes 90 percent of vehicle accidents, so driver safety also needs to be a priority.

Start by hiring safe drivers, and remember that a past driving record is an important indicator of future performance. Here are some hiring tips:

Continued on Page 4



PMP Vehicle Safety - Continued from page 3

- Gather as much driving history information as possible on the employment application, including overall experience and types of vehicles driven.
 - Require a valid driver's license for the state in which they reside, making a copy for your records.
 - Check the license to determine whether they are qualified and licensed to operate the type of vehicle they will be driving.
 - Review the applicant's Motor Vehicle Record (MVR). The MVR is one of the best tools to evaluate an applicant's past driving performance.
 - Discuss the past driving record in the face-to-face interview.
 - Consider background and reference checks, as well as medical and drug testing.
- You may also give applicants a written test to assess general driving

knowledge, and make sure he or she understands the rules of the road. (Make sure the tests relate to the knowledge and skills necessary for the position and are not discriminatory). Road tests are also a good way to determine whether applicants can perform the tasks required.

Training

Once you have hired a new employee, provide safe driving courses with defensive driving tactics and regular refresher courses. Make sure these classes review guidelines for cell phone use, texting and other causes of distracted driving.

When drivers get in accidents, you need to get a full report. If there are multiple accidents with one driver, you need to look at trends, evaluate their ability to drive and consider refresher courses.

As long as driving is part of the PMP's job, safe driving should be a priority for your business.

*From PMP Presents; by Peter Young, Brownyard Group

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BENNETT PUBLISHES NEW BOOK - ***BUGS BE GONE***

A book that advises consumers to contact a PMP? An IPM guide for your best customers and potential customers? A tool that will promote "know how" and participation in delivering high quality IPM to your clients?

Bugs Be Gone: Pest Control In Homes and Other Buildings is designed to help you accomplish these goals. It is a reasonably priced paperback guide that can be given to potential customers to attract their business, or to existing customers whom you would like to retain as a partner in solving and preventing the reoccurrence of pest problems.

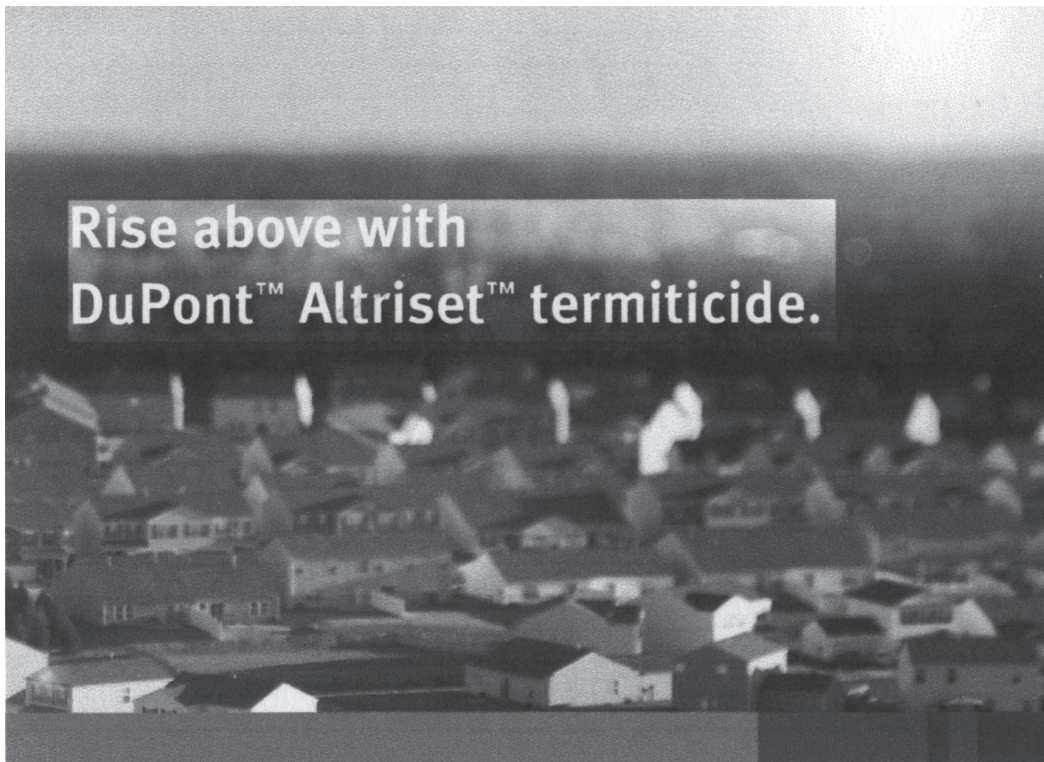
Each chapter (except chapter 1) begins with a summary of the pests in that chapter, along with how-to-do-it information on how to achieve IPM in an environmentally friendly manner. By reading the summary, the customer is not only informed about insect pest problems, but can work hand-in-hand with the PMP in resolving and preventing pest problems.

Following the summary that introduces each chapter is more detailed information on the insect pests and their management for those who want to research each pest and its control in greater depth. In summary, **Bugs Be Gone** is designed to help consumers partner with PMPs to eliminate insect pests in homes and other buildings, and to prevent their return.

The book is published by PMP Magazine (North Coast Media) and is available on their website www.mypmp.net, or the Amazon link (www.amazon.com/gp/product). Orders can also be placed by phoning Antoinette Sanchez-Perkins (216)706-3750 or email: asanchez-perkins@northcoastmedia.net. The list price is \$29.95, with orders of 26-99 books - \$24.99 each, and 100 or more books - \$19.99 each.



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77th ANNUAL PURDUE PEST MANAGEMENT CONFERENCE JANUARY 7-9, 2013

CLICK ON THE FOLLOWING CATEGORIES TO REGISTER, SEE ENTIRE PROGRAM, OBTAIN HOTEL INFORMATION

Regular registration: www.conf.purdue.edu/pest2013

Exhibitor registration: www.conf.purdue.edu/pestex2013

Detailed Program: http://www.extension.entm.purdue.edu/urban/Urban_Info/PDF/2013Program.pdf

Hotel Info: <http://www.conf.purdue.edu/attend/>

Conference Brochure: http://www.extension.entm.purdue.edu/urban/Urban_Info/PDF/Brochure_2013.pdf

CCH information can be found on both the program and the brochure.

FEATURED PROGRAMS/SPEAKERS

How to Run a Small Business – Harvey Goldglantz

Spray Water: The Forgotten Component to Pesticide Applications – Fred Whitford

Changing Horizon in Occasional Invaders – Tim Gibb

Bed Bugs and Their Threat to Public Health – Gene White

New Technologies – Improved IPM – Carl Hinderer

Green Products What They Are & How to Use – Tom Dobrinska

Spiders & Other Health Pests - Stoy Hedges

Using Heat for Bed Bugs – Let Me Count the Ways – Sara Kantarovich

Bed Bug Research Update – Mark Sheperdigian

Cockroach IPM and IPM in Sensitive Accounts – Faith Oi

New Pyrethroid Labels – Perimeter IPM – Scott Robbins

Ant Control – New Materials and Strategies – Dan Collins and Adam Salyer

Food Safety and Auditing Update – Dominique Sauvage

Stored Product Beetles: Pheromones and Trapping – Mahsa Fardisi

New Ideas and Approaches for Food Pest Monitoring – Kim Kemp

Bird Management Update – Pete Markham

Tick Management – Reducing Disease Potential – Glen Needham

New Termite Technologies – Susan Jones

Small Fly Issues – Brian Beidle

NPMA Update – Jim Fredericks

Pyrethroid Label Requirements and Regulatory Issues Updates – Jim Fredericks

Using Rodent Research in IPM – Bobby Corrigan

CCH information can be found on both the program and the brochure.



THE BROWN MARMORATED STINK BUG (BMSB)*

What do they look....and smell like? Adult BMSBs are about ½ inch in length, marbled brown in color, and are the typical “shield” shape like most other stink bugs.

They are easy to distinguish from other stink bugs due to alternating light and dark bands on the antennae, as well as alternating light and dark banding around the rim of the abdomen which is visible even when the wings are folded on the back.

As the name suggests, BMSBs do possess scent glands on the dorsal surface of the abdomen and the underside of the thorax. They release a putrid odor when threatened or in aggregation. The scent slightly varies from person to person, but can generally be described as a lightly piercing rotten smell akin to ground coriander.

Biology and Behavior

Researchers throughout the Mid-Atlantic region are still trying to understand the biology and behavior of this invasive pest. However, homeowners, researchers, and PMPs alike noticed a boom in population during 2010 and 2011, when studies conducted by the USDA-ARS Appalachian Fruit Research Station determined there had been at least two generations of BMSBs. The mild winter experienced by the Mid-Atlantic region this year may account for another increase in population this summer, especially since the BMSBs have become even better established through much of the region and are branching out.

Unlike most other overwintering pests that seek harborage in structures around Halloween or before the first frost (whichever comes first with the drop in temperature), BMSBs usually begin entering homes between mid-August through mid-September. While most homeowners never even know of the presence of overwintering pests, such as wasps and lady bird beetles, BMSBs make sure to be noticed by never entering a full dormant state. Rather, they wander around inside the home and seem to pop up in random places (ie, on the living room lampshade, by the kitchen window curtains, on top of a basket of clean laundry, etc.) and cause great despair for the unlucky homeowners who feel like they are living in a bug-infested home. On the bright side, BMSBs do not actively search for food, water, or mates while they are overwintering. It is not uncommon for homeowners to find a dozen or so BMSBs on an exceptionally warm winter morning, especially if the sunlight has warmed a wall.

Complications of the Pest

BMSBs differ from most of the pests dealt with by the pest control industry in that they have a large presence as an agricultural pest; agricultural fields most likely serve as population reservoirs during April through August when BMSBs are outdoors, while the vicinity to residential neighborhoods and other buildings allow them to escape the difficult winters. However, BMSBs seem to have successfully established populations in urban environments as well due to their generalist approach in host plant selection – they feed on over 500 species of plants that bear some form of fruit or nut. Simply put, they

are an agricultural pest from April through August and an overwintering and nuisance pest from September through March.

BMSBs do not transmit any diseases or cause damage inside the home. While the sight and smells of thousands of BMSBs agitates most, if not all, homeowners who are also spending extended period of time indoors during the winter months, crop producers face measurable economic losses due to damaged produce. Apple growers in the mid-Atlantic region have reported crop yield losses of up to 90 percent in 2010, and many organic farmers are also struggling to keep the pests in check without losing their organic certification.

Management and Control

BMSBs do not become a structural pest until late summer when they begin invading homes in droves, seeking harborage. Stink bugs are often attracted to homes due to structural guidelines and the proximity of the host plants they feed upon during the warmer months. There is no silver bullet for culling a population of unwanted invasive pests. However, a preventative combination of physical and chemical measures may aid in assuaging a desperate homeowner.

If a particular account is prone to experiencing stink bug invasions, inspect and start physical exclusion measures once the stink bugs have left and before they re-enter. It is best to seal potential pest entry points in the form of cracks around windows, doors, light fixtures, siding, utility lines and boxes, and around chimneys from inside and outside the home. The best way to seal such openings is by packing stainless steel or copper wire mesh into the gap and sealing it with high quality silicone sealant. If the gap is large enough for a pen to fit through, then it should most likely get sealed in some way. It is best to alert the client of any gaps that may be too large to seal for the scope of pest management services. A good technician will take into account the types of trees on the property and the proximity to the home in order to assess possible entry into the home through the attic. When doing physical exclusion, it is important to find cracks and crevices high and low. This takes time and patience.

Chemical measures can be taken during the months of August and September, which is a little before and around the time BMSBs begin entering homes. Spot treatments with a wettable powder or micro-encapsulated insecticide should be made to and around all potential entry points on the exterior of the building; around windows, doors, soffits, awnings, attic vents – any inflection point or edgeline around the home. Time is most critical in having an effective preventative chemical treatment. It is recommended to set appointments for preventative stink bug treatments during the summer months so the PMPs and homeowners do not miss the narrow window of opportunity.

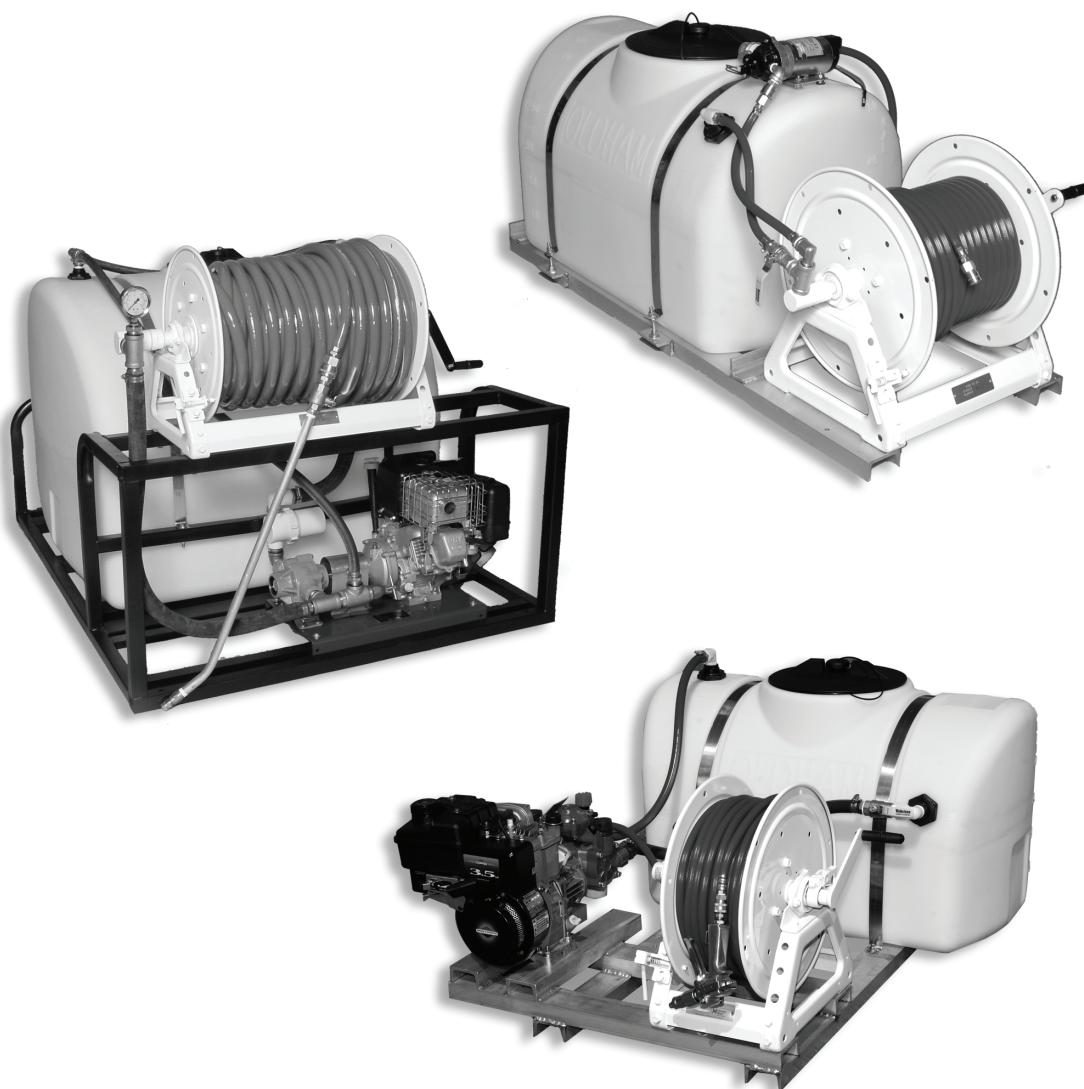
Interior chemical applications are not recommended for living areas such as kitchens, family rooms, and bedrooms. However, limited interior treatments can be done in voids such as attics in a case-by-case basis, especially if a home is under massive stink bug siege. Spot treatments

Continued on page 11



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THE STEVE DURNIL/INDIANA PEST MANAGEMENT ASSOCIATION FAMILY SCHOLARSHIP APPLICATION

This portion to be completed by the licensed IPMA member firm

I do hereby nominate _____ for **The Steve Durnil/Indiana Pest Management Association Family Scholarship.**

The nominee is

_____ of _____ who

(Relationship)

(Parent, Guardian, or Spouse)

has been employed by our firm for _____ years as a _____

(Job title)

Our firm, _____ has been an active IPMA member

in good standing for _____ years.

Owner/Manager Signature _____

IN ADDITION TO THIS NOMINATION THE APPLICANT MUST SUBMIT THE FOLLOWING

1. The Steve Durnil/IPMA Family Scholarship Application
2. Letter of Application including:
 - a. Qualifications
 - b. Summary in 350 words or less as to why you should receive the scholarship. Also include any other circumstances which may have a bearing on this application
3. Two supporting letters of recommendation.
 - a. One from a high school teacher or principal
 - b. One from an acquaintance (non-family member)
4. Copy of applicants most recent high school transcript.
5. Institute of higher learning acceptance letter (copies acceptable).
6. List of other scholarships applicant has applied for, other financial aid applicant is receiving, and an explanation of each type of aid received.

**THE APPLICATION AND ALL SUPPLEMENTARY MATERIALS MUST BE POSTMARKED ON OR BEFORE
APRIL 30TH. THE APPLICATION SHOULD BE MAILED TO:**

**Gary Bennett
Department of Entomology
901 West State Street
West Lafayette, IN 47907-2089**

To access the application form go to: http://extension.entm.purdue.edu/IPMA/includes/pdfs/SteveDurnil_IPMAScholarship.pdf



THE BROWN MARMORATED STINK BUG (BMSB)* - Continued from page 8

with liquid residuals can be made along the inside of window frames and vents in the attic, and especially on the edges of the chimney column, if needed. Physical exclusion is still the best option in preventing BMSBs from entering the home, especially if the technician observes any light or air penetrating through gaps in the framing of the attic area. One NPMA member company in the mid-Atlantic region has experienced a nearly 90 percent success rate in preventing and reducing stink bug activity through a combination of interior and exterior chemical applications during the 2011 season. Most of their success is attributed to the ability to plan and schedule treatments in advance, and the thoroughness of the technicians.

So what now?

Pheromone traps have shown a lot of promise in terms of curbing the BMSB population in agricultural environments during the spring and summer months. As with chemical treatments, the timing and placement of traps seems to be most important based on studies conducted by Dr. George Hamilton of Rutgers University, especially if adapting the pheromone traps for residential use. A YouTube video went viral last summer when a homeowner created a stink bug trap and catcher out of a soda bottle and an LED light. Though pheromone traps and light traps show promise, more research is needed in order to confirm the efficacy of such devices.

The best approach to preventing stink bug activity is to get the homeowners involved with maintaining the home via physical exclusions, and leaving chemical applications in the hands of the professionals if necessary. BMSBs do not damage structures or pose a threat to human health and chemical treatments may oftentimes be expensive due to the labor involved in conducting a thorough inspection and treatment. Pest entry points that go unnoticed can ultimately result in treatment failure, and there is nothing we can do once the BMSBs are inside aside from removing by hand or vacuuming and waiting for them to leave so we can start sealing up the house.

**By Lyrette Leighton, NPMA technical intern, From Pestworld, October 2012.*

MEMBERSHIP UPDATE

New Member:

Advanced Termite and Pest Control, Mike Meservy(Kathleen)
4123 Cool Creek Drive, Carmel, IN 46033; (317)418-8588; Fax:
(317)844-5258; email: kmeservy@sbcglobal.net

MEMBERSHIP UPDATE

Memberships Pending:

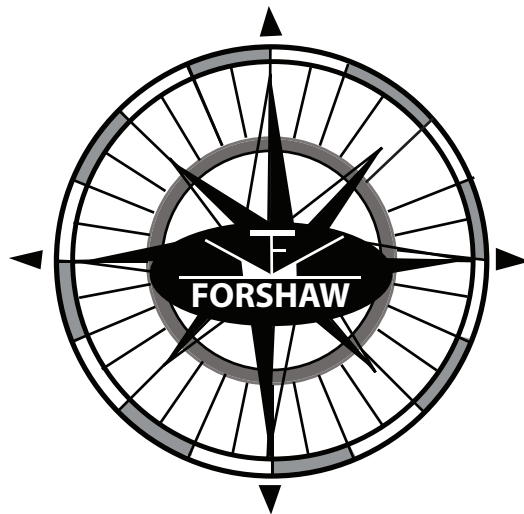
B & B Extermination; Bernie Main, P.O. Box 77, Huntingburg, IN 47542; (812) 630-8391; email: bugman@psci.net

Eco-Max Environmental Services; Timothy McIntosh; 3129 25th Street, Columbus, OH 47203; (812) 378-5595; email: timothy4865@sbcglobal.net

Pestanators; Johnnie Hammack; 2113 Cass Avenue, Evansville, IN 47714; (812)477-2060; email: toppestanator@att.net

Rick's Pest Control; Richard Thurston; 56 W. Whitewater Road, Fountain City, IN 47341; (765) 847-5169; email: rick54@netzero.com

Resources for PMPs



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IN MEMORIAM

John V. Osmun 94, of West Lafayette passed away on October 13, 2012, at Westminster Village.

John was born in Amherst, Massachusetts on February 22, 1918, the son of Albert V. and Lena Lattimer Osmun. On July 11, 1942, he married Dorothy Morley Osmun who preceded him in death in 1999.

He earned a BS from the University of Massachusetts in 1940, an MA in biology in 1942 from Amherst, and a PhD from the University of Illinois in 1956.

During World War II, he served as a U.S. Army Entomologist and for 3 years as the Chief Entomologist in the First Army Command stationed in Governor's Island, NY. He then was employed as a research entomologist for Merck & Company.

In 1948, he began his association with Purdue University as an Assistant Professor of Entomology. He was instrumental in developing and teaching the first university curriculum in Urban and Industrial Pest Management in the U.S. From 1956-1972, he was Head of the Entomology Department. During this time, the department grew from a group of eight to a staff of over 100 people. From 1972-74, on leave from Purdue, he worked in Washington DC with the Cooperative States Research Service (USDA) and as director of the operations division for the EPA (OPP).

Returning to Purdue in 1975, he was a Professor of Entomology and served as the coordinator of the Purdue pesticide programs. He retired in 1987 as Professor Emeritus.

During his career, he served on the National Task Force on Pesticide Assessment, the EPA Task Group on Applicator Certification and Training, and the planning council of the National Pest Control Association. He was also the Project Leader for the EPA Grant on Pesticide Techni-

cian Training and Chairman of the Commission on Pesticide Training and Education which developed and implemented training and certification programs through the United States for private and commercial persons applying pesticides.

He was a member of the Entomological Society of America, a founder and member of the American Registry of Professional Entomologist (President, 1978), founder and member of Phi Chi Omega (President, 1958), the National Pest Control Association, and a Fellow of the Indiana Academy of Science. He was elected Fellow, Entomological Society of America, named Professional of the Year by Pest Control Technology magazine in 1991, and received the University of Massachusetts Alumni Distinguished Achievement Award in 1995. He was an inaugural inductee into the Pest Control Hall of Fame in 1997. In 1988, the annual John V. Osmun Entomology Alumni Award was initiated.

He was a member of Kappa Sigma fraternity, Phi Kappa Phi, and Sigma Xi. As a member of rotary, he served on the Board of Directors and as President. He received the Sigma Delta Chi Best Teacher Award in 1969, and was an honorary member of Iron Key. He was a founder and member of Covenant Presbyterian Church.

John is survived by his wife, Dortha Parker Osmun; his daughter Jodi Pickart (Bill), of Brighthurst; granddaughter, Karen Balsbaugh (Dan), of Brighthurst; and great-grandson, Charlie Balsbaugh.

He was preceded in death by a brother, Kenneth Osmun; and granddaughter, Jill Suzanne Pickart.

A memorial service was at Covenant Presbyterian Church in West Lafayette and a private burial at Grandview Cemetery in West Lafayette. Condolences may be sent to the family by visiting www.soller-baker.com

THE STEVE DURNIL INDIANA PEST MANAGEMENT ASSOCIATION FAMILY SCHOLARSHIP

The Steve Durnil Indiana Pest Management Association Family Scholarship was established in 1999. Below are listed eligibility requirements and items applicants must submit to be considered for the scholarship.

ELIGIBILITY:

- A) Must be an IPMA member or an employee of an IPMA member in good standing, or the spouse, child, stepchild, grandchild, niece or nephew of an IPMA member in good standing.
- B) Graduating high school seniors and other high school graduates, or G.E.D. equivalent will be considered.
- C) Must attend an accredited college, university, trade school, or institute of higher learning.
- D) Should be scholastically capable of college or trade.

APPLICANT MUST SUBMIT:

- A) Application Form is available online or from the Secretary's

office. (See Page 1 for link to download The Steve Durnil IPMA Family Scholarship Application.)

B) Letter of application including: Qualifications. Summary in 350 words or less why you should receive the scholarship. Also include any other circumstances which may have a bearing on this application.

C) Two supporting letters of recommendation. One from a high school teacher or principal and one from an acquaintance (non-family member.)

D) Copy of most recent high school transcripts.

E) Institute of higher learning acceptance letter.

F) List any other scholarship you have applied for.

G) Application must be submitted by April 30th.

Application should be mailed to the following:

Gary Bennett, Department of Entomology; 901 W. State Street, Purdue University; West Lafayette, IN 47907-2089.



LUNCHEON RESERVATION FORM

WHAT: INDIANA PEST MANAGEMENT ASSOCIATION LUNCHEON

WHEN: Tuesday, January 8, 2013, 11:30 a.m.

WHERE: West Faculty Lounge, 2nd Floor, Purdue Memorial Union

DEADLINE FOR RESERVATION: Friday, January 4, 2013

COST: \$20/person

Advanced reservations required for guaranteed seating.
Make your check payable to the Indiana Pest Management Association and mail to:

*Gary Bennett
Indiana Pest Management Association
Department of Entomology
901 West State Street
Purdue University
West Lafayette, IN 47907-2089*

**LUNCHEON RESERVATION FORM –JANUARY 8, 2013, 11:30 A.M.
DEADLINE FOR RESERVATIONS IS FRIDAY, JANUARY 4, 2013**

NAME: _____

ADDRESS: _____

COMPANY NAME: _____

NUMBER IN PARTY (\$20/PERSON) NUMBER _____

Download IPMA Luncheon Reservation Form at:
<http://www.extension.entm.purdue.edu/IPMA/includes/pdfs/IPMALunchRes.pdf>



THE STEVE DURNIL/INDIANA PEST MANAGEMENT ASSOCIATION FAMILY
SCHOLARSHIP APPLICATION

PERSONAL INFORMATION

NAME (Last, First, Middle Initial) _____

Social Security Number _____

MAILING ADDRESS _____
Include Street, City, State & Zip

TELEPHONE NUMBER _____ BIRTH DATE _____

HIGH SCHOOL(S) ATTENDED: _____ YEARS
ATTENDED _____

YEAR OF GRADUATION OR G.E.D. COMPLETED _____

PREVIOUS/PRESENT WORK
EXPERIENCE: _____

Have you applied for this scholarship before? (Circle one) Yes No

SCHOLARSHIP INFORMATION

INSTITUTION WHERE GRANT WILL BE USED

MAJOR FIELD(S) OF STUDY:

Include address: street, city, state and zip

EXTRA CURRICULAR ACTIVITIES:

Athletic & Non-athletic clubs, awards, etc

I hereby affirm that the information provided above is true and accurate to the best of my knowledge. I respectfully submit this application to the IPMA Scholarship Committee for review and evaluation.

To access the application form go to:

http://extension.entm.purdue.edu/IPMA/includes/pdfs/SteveDurnil_IPMAScholarship.pdf



DENTAL PRESCRIPTION – A HEALTHY RECIPE*

Let's face it – we all want a beautiful smile. But has anyone ever told you that to achieve a beautiful smile, you ultimately need to have a healthy smile?

Thanks to employers that have integrated oral health into their wellness culture and to dentists who provide the dental care, Dental Health Options by Health Resource Inc. has had the opportunity to bring health smiles to employees for over 25 years. Here is our simple recipe, including active ingredients and easy steps to help you make and take care of your healthy smile!

Ingredients

- 2 visits to your dentist each year for greater oral health and disease detection
- 4 readily available, preventive dental tools
- 11 super-smile, motivator foods
- 1 employee-focused, value-driven, preventive model dental benefit plan

Directions

Mixing healthy ingredients and lifestyle are the makings for any wholesome, successful health/wellness initiative or culture. A healthy smile and mouth (and what goes into it) oftentimes are the first step toward your health. Your dentist will work with you to thwart future health issues and costs through early detection and simple processes and treatments. By also whisking in the following three dental preventive key steps, you can truly spice up your smile and enhance your overall health:

1) **Early disease detection.** Some of the earliest signs of diabetes, cancer, pregnancy complications, immune disorders, hormone imbalances, teenage eating disorders and drug dependency issues show up in the gums, teeth and tongue – sometimes long before patients or parents know anything is wrong. The International Centre for Oral-Systemic Health has data showing a direct correlation between inflammation in the mouth and inflammation in the body, citing that over 200 diseases may be detected through changes in the mouth. Additionally, public health statistics indicate over 20 million adults and children saw a dentist last year, but not a physician. Who would have guessed that a routine visit to your dentist might improve the chance of early detection of a potential life-threatening disease?

2) **Preventive care/tools are the active ingredients.** Preventive dental care – consisting of an evaluation, a professional cleaning,

x-rays of the teeth and bone, potentially a fluoride treatment based on your risk assessment and children's sealants for candy-prone years – can account for as much as 80% of the claims to a dental plan. Many dentists and their hygienists also offer home care guidance to their patients based directly on the oral health of their mouth. The vast majority of dental supplies available over the counter (toothbrush, paste, floss, fluoride rinse) are preventive devices. (In contrast there are aisles and aisles of products geared toward medical conditions that only treat symptoms, but do not prevent the core cause). Keep your pantry stocked with these important ingredients.

3) **Food motivators.** Did you know that certain foods can naturally cleanse and whiten your teeth, fight harmful bacteria or even prevent enamel erosion? Below are several of the most popular foods to keep your smile healthy. A more comprehensive food listing, including nutrient-packed recipes is available at www.AACD.com.

Serve immediately and enjoy your SMILE!

This recipe provides unlimited servings of happy, healthy employees who are far more likely to make positive impacts to their workplace and personal lives.

-Lemon: a natural tooth "whitener" and assists with PH balance in the body.

-Kiwi: this fruit packs more vitamin C than any other fruit. A lack of vitamin C can break down the collagen in your gums, making them tender and more susceptible to bacteria and gum disease.

-Basil: a natural antibiotic, reduces bacteria in the mouth.

-Green tea: contains an antioxidant called catechin, which reduces bacteria growth that causes gingivitis.

-Ginger: an anti-inflammatory to support healthy mouth tissue.

-Stevia: a natural sweetener; no "acid effect" on teeth like sugar.

-Broccoli: forms an acid-resistant film on teeth that can help prevent enamel erosion.

-Carrots: full of vitamin A which is necessary for the formation of tooth enamel. This and all crunchy vegetables also cleanse and stimulate gums.

-Cheese: offers the benefit of lactic acid to help prevent tooth decay.

-Pineapple: helps you produce extra saliva. Combine that with citric acid and you have an all-natural bacteria fighting mouthwash.

-Xylitol: a sugar substitute that studies show prevents tooth decay. It is very beneficial in gum and hard candy form.

**By Terry Bawel, Health Resources, Inc. Biz Voice, Indiana Chamber, August 2012*



CUSTOMER SERVICE MISTAKES*

We all know we've left companies due to poor service. And there are more than 5 unforgiveable customer service mistakes. These, however, have been culled from many emails and comments through the years. While it's all common sense – we know common sense is not all that common.

Not being friendly enough: Without exception, this is the No. 1 customer service mistake. Customers should be treated as welcomed guests when they visit your business or you visit them. As we've all experienced, sometimes we're treated as an annoyance.

Poor eye contact: Heads that twirl on a spindle while working with a customer are a big mistake. It's a sure sign the person you're talking with isn't holding your interest when you're glancing around and they will notice it quickly.

Talking with co-workers or on the phone and ignoring or

not acknowledging the customer: This customer service mistake happens a lot. Drop the internal conversation as soon as you see the customer.

Being rude: No one thinks they're being rude; certainly not on purpose. However, the customer can perceive many things you do as rude. And as they say, "perception is reality."

Poor product knowledge: When working with a customer, if you're not familiar with the products and services you offer and use, you'll be making a big mistake.

There are certainly more than these five mistakes. However, these consistently keep rising to the top. Based on how much business is lost to poor service, if you can combat these mistakes you will be on your way to better service.

**From KPCA Newsletter, June 2012. Written by Nancy Friedman, The Telephone Doctor.*

PERSUASION MAKES THE SALE*

One of the most common mistakes pest technicians make when selling is becoming far too informative rather than persuasive. It's an easy trap to fall into because of their extensive knowledge and pride in their expertise.

When selling in the field, it's your job to create the need with give and take conversation. Ask questions, be a good listener. Learn the "hot buttons" that really matter to your prospect. Then zero in on those specific needs and create awareness to the solutions you can offer.

Make sure to state the problem. Most decisions to buy are based on a problem that needs to be solved. Remember, you are a problem solver. This is your opportunity to convince your prospect that you have the answers they are looking for.

Help your prospect visualize the change that you can bring with the solution you are offering. Make sure they feel the relief of having that issue resolved. "Won't it be great when you don't have to worry about this issue any more?"

Now is the time for a call to action. Don't be shy about telling your prospect what they need to do next. Otherwise, they may take your "advice" and continue shopping around. Ask for the business now. Offer a date to get the work started. This isn't pushy, it's helping them get their problem solved as fast as possible.

Remember to use your knowledge and expertise to your advantage. Limit your technical information to the specific pest problem and the solution plan only.

If you asked the right questions, really listened and uncovered the concerns of the prospect, then created a solution plan that fits their needs, the prospect should be ready and willing to take action with your company.

**From www.pestcontroltrainer.com*

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